PHILIP MORRIS U.S.A. INTEROFFICE CORRESPONDENCE

120 PARK AVENUE, NEW YORK, NY 10017

TO: Distribution **DATE:** November 22, 1989

FROM: A. Goldfarb

SUBJECT: Bucks: Program Revisions

The following reflects some additional modifications to the Bucks introductory programs:

- Bucks will not be featured on Plan B displays during the introduction. Wherever feasible, presentations should be made to gain BV placements to support our Price/Value brands. In outlets where no permanent home exists for Bucks, S/R's should stress temporary display placements.
- The initial FSI to be dropped will be a B1G1F offering.
- Due to budget and production issues, the month 3 promotions (2 pack poker set; T-shirt on carton) will now be scheduled for April.
- AMMS will not receive the 5 for 2 promotion scheduled for February.
- Section is authorized to pay distributors a $6.00/case allowance for banding 2 for 1's during month 1 of the introduction. Payment should be made via chain invoicing, promotion code: 40.

Should you have any questions, please call.

AJG:cfn

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